

REMARKS

Claims 1-52 are pending, with claims 1, 8, 17, 23, 26, 42-43, 45, 48-49, and 51 being independent. Claims 1-25 remain as originally issued and claims 26-52 have been added. No new matter has been introduced.

Support for the new claims generally can be found in at least in the original claims, the abstract, and at cols. 1-3 of United States Patent No. 5,918,014. Additionally, support for the new claims can be found in United States Patent No. 5,918,014 at cols. 7-8 under the heading "tracking data," at cols. 8-10 under the heading "tracking users," and at cols. 15-19 under the heading "automated collaborative filtering," for example.

In the Notice of Non-Compliant Amendment mailed June 1, 2009, the Examiner noted that "[n]ew claims should be presented with 'new' as status identifiers and underlined in their entirety... ." New claims 26-52 have been underlined in accordance with 37 CFR § 1.173(d)(2) and the status identifier "new" is included.

In accordance with the provisions of 37 CFR § 1.173(c), the Remarks for this amendment now appear on a paper separate from the claims.

This paper is being filed within one month of the date of the Notice of Non-Compliant Amendment. Because the non-compliant amendment was a preliminary amendment, no extension of time is believed to be due.

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No fee is believed to be due, however, please apply any necessary charges or credits to deposit account 06-1050.

Respectfully submitted,

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